

IBM Software

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The Premier Conference for Business and IT Leaders



Agility in an Era of Change

Are you keeping pace?

Brian Remington

WW WebSphere Business Partner

Sales Manager





- Blue Cross Blue Shield: Needed to implement and coordinate wellness programs across patients and multiple practitioners
- Texas Education Agency: Needed to integrate Teacher Certification (from another agency) and deliver a simple self-service platform for applications
- Visa Europe: Needed a customized payment process for the European market

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Process is Everywhere



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We are Reaching a Process Inflection Point

Dynamic change

Extensive and
inclusive business
networks

Ad-hoc, dynamic
tasks

Social and contextual
capabilities

Business and IT
convergence



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Take Control of Your Business Processes...

Discover and
continuously
improve dynamic
business activities

Connect and
manage
interactions
across the
business network

Optimize
decision-making
and speed
business change

...to fuel new growth while optimizing costs

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Dynamic Processes Deliver Consistent Outcomes

Define, measure, and improve
ad-hoc, unstructured activities



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Drive Better Outcomes

With collaboration across the process lifecycle



New and Enhanced!

*IBM BPM Blueprint
BPM BlueWorks
WebSphere Lombardi
Edition*



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Collaborative Business Design in Action

Demo: Business design and modeling with IBM Blueprint and BlueWorks beta



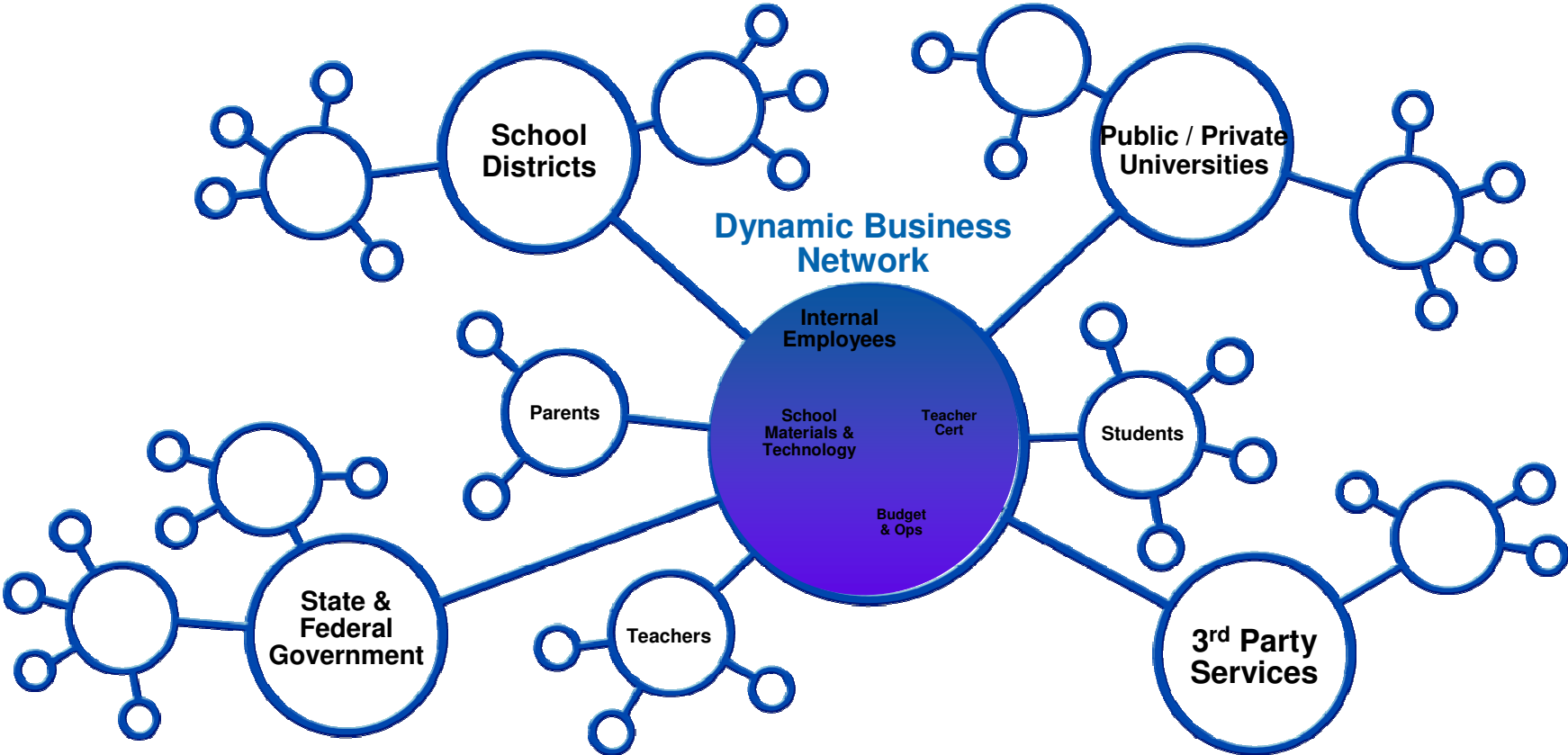
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Processes Span Your Broad Business Network



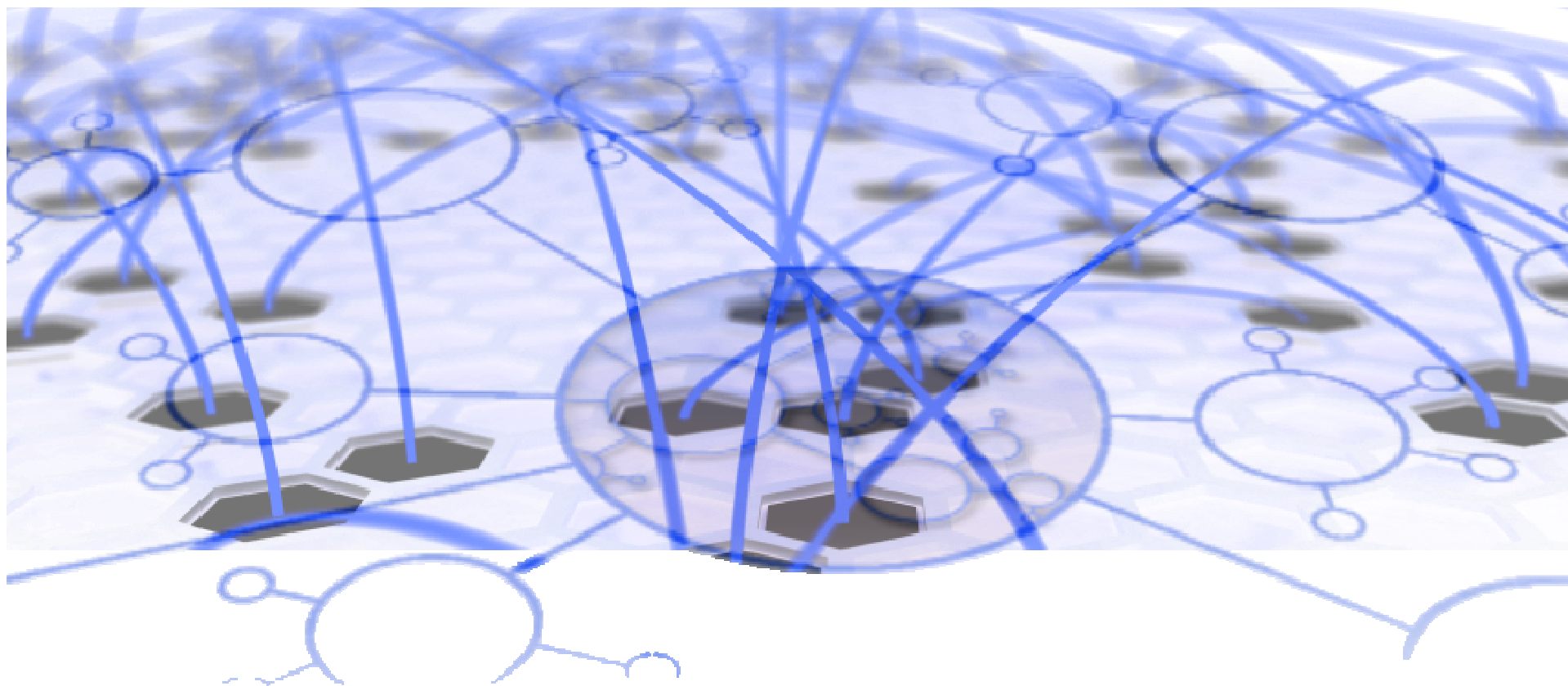
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Seamlessly Connect People, Process, and Information



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Enhanced!

WebSphere Adapters

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Execute with Integrity and Transactional Strength

- Accommodate demanding, transaction-intensive processes
- Safeguard against system failures
- Meet SLA, audit, and regulatory objectives with confidence



WebSphere Process Server

WebSphere Process Server Hypervisor Edition

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Transform Demand-Driven Inventory Sourcing

To save a quarter of a million dollars a month

A large retailer optimizes product sourcing to generate:

- **\$4 million** in additional sales in 10 weeks
- **\$250,000** in savings per month



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Optimize Decisions for Greater Agility and Change

Increasing demand for personalization drives new business needs:

- Greater visibility
- Rapid change
- Better decision processes



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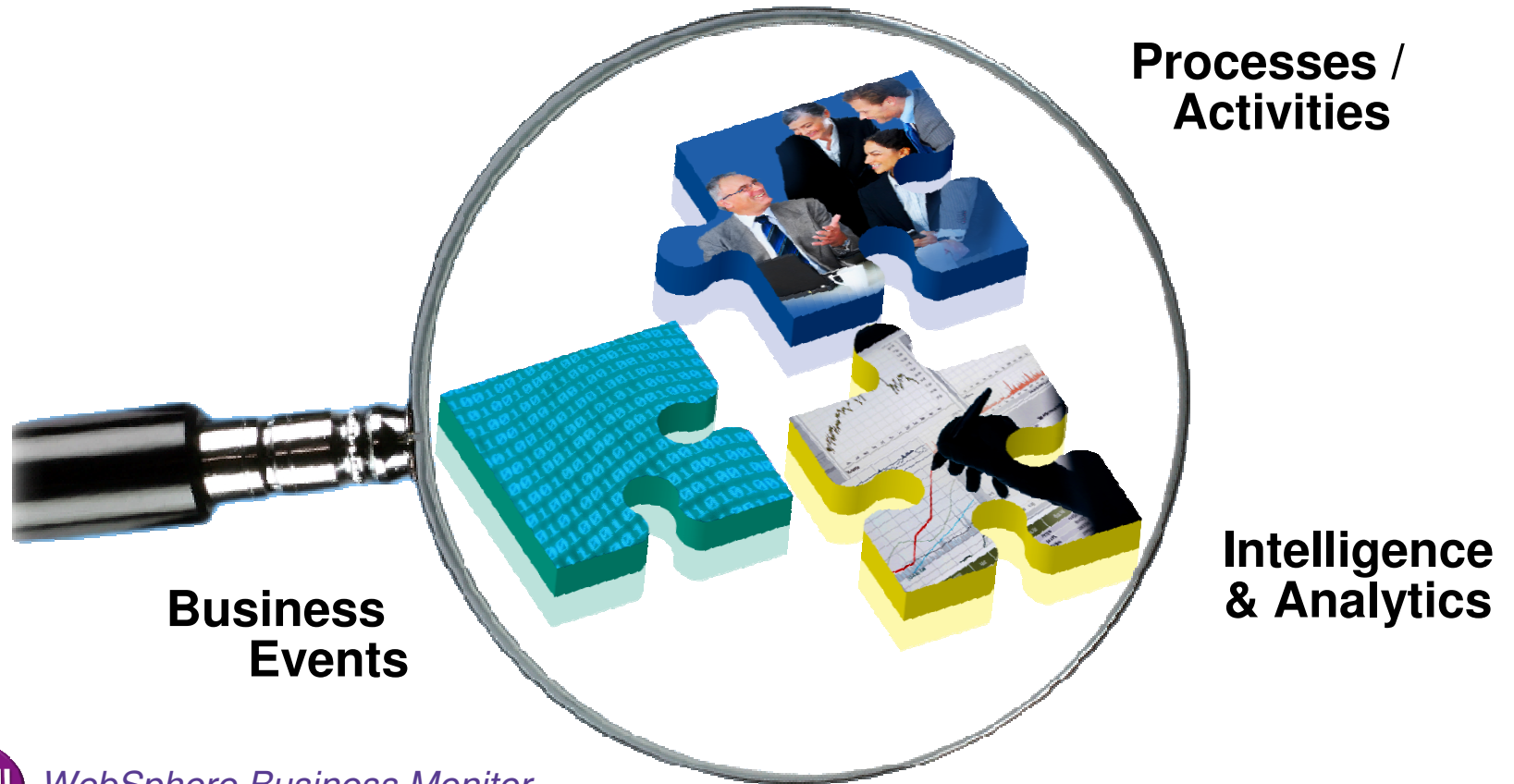
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Support Decisions in Context

Predictive analysis and real-time information



**Business
Events**

**Processes /
Activities**

**Intelligence
& Analytics**

Enhanced!

*WebSphere Business Monitor
WebSphere Dynamic Process Edition*

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Transform Visibility into Rapid Execution

- Quickly and easily make changes across the business network
- Infuse process decisions with agility and intelligence

Enhanced! *WebSphere ILOG BRMS*



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Infuse Your Processes with “Points of Agility”



Events



Analytics



Collaboration



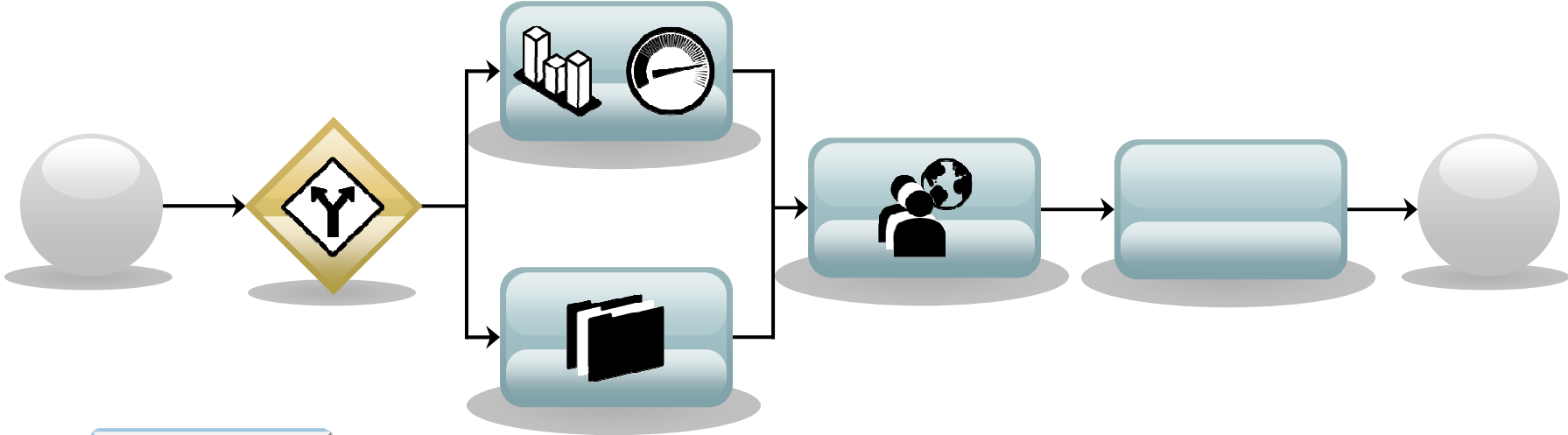
Rules



Content



Monitoring



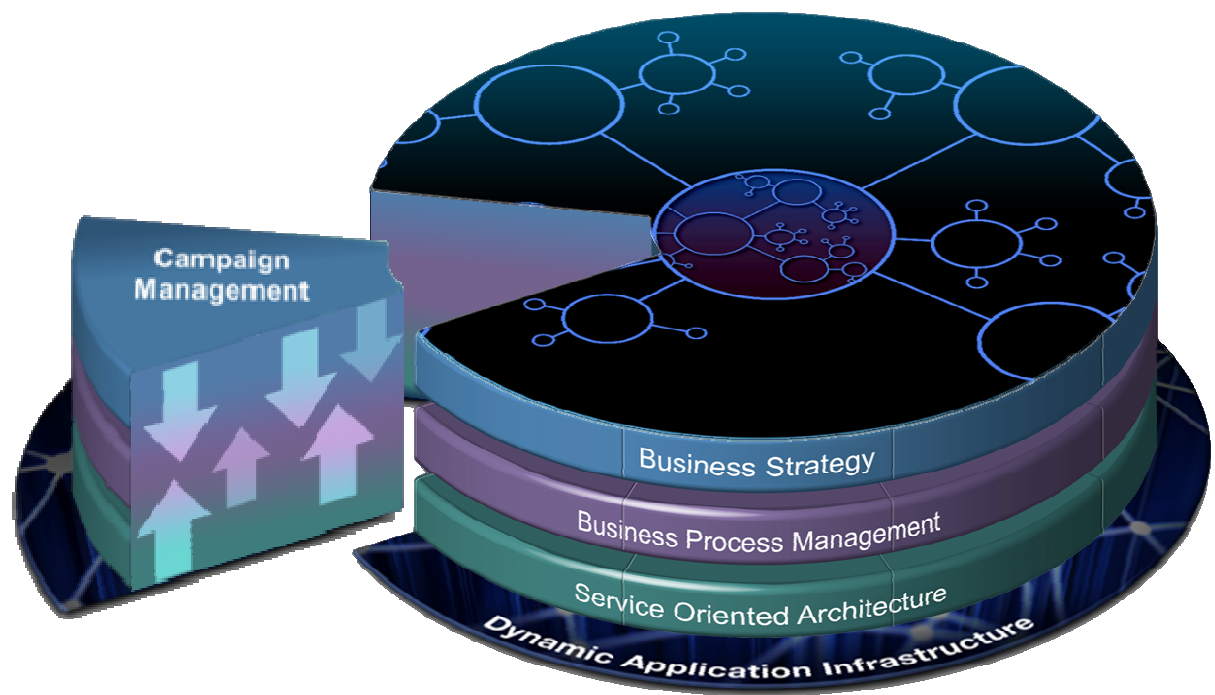
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Discover. Interact. Optimize.



Increase Your Business Agility with IBM



- Discover and continuously improve dynamic business activities
- Connect and manage interactions across the business network
- Optimize decision-making and speed business change

Only IBM has the **Business Expertise** and **Technology Platform** to get you there

